January 15, 1953

INFORMATION SHEET ON MATERIALS AVAILABLE TO THE GENERAL PUBLIC FROM NAEB HEADQUARTERS

119 Gregory Hall
University of Illinois
Urbana, Illinois

The Headquarters of the National Association of Educational Broadcasters is now selling a number of studies and sets of recordings. The following information is prepared to acquaint you with the availability of these materials.

STUDIES NOW AVAILABLE	Pages	Binding	Issued	Period Covered	General Price	NAEB Members' Price
Los Angeles-TV	94	Paper	Dec., '51	May 23-29, '51	$5.00	$1.00
Chicago Summer Television	73	Paper	Dec., '52	July 30-Aug. 5, '51	$5.00	$1.00
NAEB Radio-TV Bibliography	129	Paper	Dec., '52	Jan. 1, '49 through June 30, '52	$2.00	One copy free
STUDIES AVAILABLE SOON						
New York TV Re-Visited	about 100	Paper	About Feb. 1, 1953	Jan. 4-10, '52, with comparisons to Jan. 4-10, '51.	$5.00	$1.00
New York TV Study #3	about 100	Paper	About May 1952	Jan. 4-10, 1953	$5.00	$1.00

LP RECORDINGS AND TAPES AVAILABLE NOW

The Jeffersonian Heritage. 13 half-hour programs on seven 12" discs. Stars Claude Rains. Released NAEB Tape Network on September 15, 1952. Price: $25 for the album.

Voices of Europe. About 50 half-hour programs prepared by Milton Mayer in Europe during the summer of 1952. Released Nov. 15, 1952, to NAEB Tape Network. Available on tapes at 7½ ips only. Price: $5.00 per program, which includes the price of the tape.

LP RECORDINGS AVAILABLE SOON

Ways of Mankind. Seven 12" LP discs containing thirteen half-hour programs. Released NAEB Tape Network on December 14, 1952. Available about March 1, 1952. Price: $25 for the album.

People under Communism. Seven one-hour programs on seven 12" LP discs. Released NAEB Tape Network on December 7, 1952. Available about April 1, 1953. Price: $25 for the album.

SCRIPTS

No scripts are available direct from the producers. Scripts on THE JEFFERSONIAN HERITAGE, WAYS OF MANKIND, and PEOPLE UNDER COMMUNISM are being printed by the Beacon Press, 25 Beacon St., Boston 8, Mass. It is our understanding that THE JEFFERSONIAN HERITAGE scripts will appear in book stores about April 13, 1953. Scripts of the other series will be printed and released by the Beacon Press during the summer of 1953.

— ORDER FORM ATTACHED —

ORDER FORM

NAEB Headquarters
119 Gregory Hall
University of Illinois
Urbana, Illinois

Please send me:

NO. OF COPIES	ITEM	PRICE
_____	Los Angeles-TV	$5.00 to non-members $1.00 to NAEBers
_____	Chicago Summer Television	Same as above
_____	NAEB Radio-TV Bibliography	$2.00 (Members have already received a free copy.)
_____	New York TV Re-Visited*	$5.00 to non-members $1.00 to NAEBers
_____	New York TV Study #3*	$5.00 to non-members $1.00 to NAEBers
_____ albums	The Jeffersonian Heritage	$25 per album
_____ tapes	Voices of Europe	$5.00 per program (one program to a tape)
_____ albums	Ways of Mankind*	$25 per album
_____ albums	People under Communism*	$25 per album

CHECK ONE: Bill me ☐

Check attached ☐

Signed _____

NAEB Member? Yes _____ No _____

Send to _____

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*Indicates the item is not available at this moment, but that orders are being accepted now.

Graydon- As sent the group which m
in Washington, June 30

LIST OF MATERIALS SENT

7-23-54

NAEB Publications

1. NAEB Directory
2. List of Materials Available
3. Convention Announcement
4. Descriptive Statement on the NAEB
5. Brochures on albums & Jeffersonian Heritage book (Do not use A-V brochure when it can be avoided)
6. Available brochures on past grant-in-aid programs (radio & TV)
7. Last TV Study (Skipped Mullen, Newburn, & Steetle: they already have)
8. Statement on the Tape Network (Supplement #1 also included)
9. Financial Analysis of 54 Stations
10. Coverage Map of NAEB Members
11. Another NAEB Service (Announcement of Placement Service)
12. Announcement of Bidlack on job.
13. Sample TV Script
14. Paulu Article on Televising the Minneapolis Symphony Orchestra
15. TV Production Workshop book
16. Sample NAEB Fellowship Certificate.
17. Present Trends in Radio Programming and Their Portent.
18. WOI-TV Clearance Procedures.
19. Summary Statement of TV and Radio Recording Rights.
20. A couple of Engineering Committee Reports (Marked sample)

Dile NAEB Publications

INFORMATION SHEET ON
MATERIALS AVAILABLE TO THE GENERAL PUBLIC FROM NAEB HEADQUARTERS
14 Gregory Hall, Urbana, Illinois

The Headquarters of the National Association of Educational Broadcasters has available for distribution a number of studies and recordings. The following information was prepared to acquaint you with the availability of these materials.

STUDIES NOW AVAILABLE	AUTHORS	Pages	Binding	Issued	Period Covered	Gen. Price	Members' Price
NAEB Radio-TV Bibliography	Burton Paulu	129	Paper	Dec. '52	Jan. 1, 1949-June 30, 1952	$2	One Copy Free
Public School Broadcasting-Third Allerton Seminar	M. McCabe Day	50	Paper	June '53	June 15-24, '52	$1	One Copy Free
NAEB Region II Seminar Workshop Report	R. F. Schenkken	25	Paper	May '53	Mar. 13-14, '53	$1	One Copy Free
NAEB Region III Workshop Proceedings	William Render, Jr.	19	Paper	June '53	May 22-24, '53	$1	One Copy Free
*NAEB Lincoln Lodge Seminar on Educational Television	Burton Paulu	109	Paper	Sept. '53	June 21-27, '53	No Charge	
NAEB TV Production Workshop	Edward Stasheff	112	Paper	March '54	Aug. 28-Sept. 18, '53	$2	One Copy Free
New York Television (Studies No. 1 and No. 4)	Dallas W. Smythe	108	Paper	Aug. '52	Jan. 4-10, '51 Jan. 4-10, '52 (Compared)	$5	$1
Los Angeles-Television (Study No. 2)	Dallas W. Smythe Angus Campbell	94	Paper	Dec. '51	May 23-29, '51 July 30-	$5	$1

*limited supply

Information Sheet On Materials Available to the General Public from NAEB Headquarters

STUDIES NOW AVAILABLE	AUTHORS	Pages	Binding	Issued	Period Covered	Gen. Price	Members' Price
Chicago Summer Television (Study No. 3)	Hans O. Mauksch Donald Horton Kurt Lang	73	Paper	Dec. '52	Aug. 5, 1951	$5	$1
New Haven Television (Study No. 5)	Dallas W. Smythe	119	Paper	April '53	May 15-21, '52	$5	$1
Three Years of New York Television (Study No. 6)	Dallas W. Smythe	161	Paper	July '53	Jan. 4-10, 1951-53	$5	$1
Four Years of New York Television (Study No. 7)	H. H. Remmers		Paper	June '54	Jan. 1954	$5	$1

*NAEB TV OPERATIONS COMMITTEE REPORTS:
-No. 1. Survey of Physical Plant and Equipment
-No. 2. Salary Scales (is available only to members of the NAEB)
-No. 3. Organizational Charts
-No. 4. Survey of Typical Costs of Typical Programs
-No. 5. Intra-Institution Relationships
-No. 6. Student and Staff Training

LP RECORDS AVAILABLE

- The Jeffersonian Heritage. 13 half-hour programs on seven 12" discs. Stars Claude Rains. Released on the NAEB Tape Network on Sept. 15, 1952. Price: $25.00 for the album.
- People Under Communism. Seven one-hour programs on 12" discs (LP). Released on the NAEB Tape Network on Dec. 7, 1952. Price: $25.00 for the album.
- Ways of Mankind, Series I. 13 half-hour programs on seven 12" discs. Released on the NAEB Tape Network on Dec. 14, 1952. Price: $25.00 for the album.
- Ways of Mankind, Series II. 13 half-hour programs on seven 12" discs. Released on the NAEB Tape Network on Oct. 4, 1953. Price: $25.00 for the album.

*limited supply

5/14/54

NAEB ENGINEERING REPORTS:

-No. 1. Television Equipment by Carl Menzer; issued May '53; general price $1 and one copy free to members.
-No. 2. Motion Pictures and Kinescope Recording for Educational Television by Vernon Putnam; issued May '53; no charge.
-No. 3. Operating Techniques for Video Recorders by Keith K. Ketcham and Herbert T. Krajewski; issued July'53, no charge.
-No. 4. Engineering Operations Problems Based on Three Years of Operation; issued Nov. '53; no charge.
-No. 5. The Theory of Video Recording by Joseph W. Belcher; issued March '54; no charge.
-No. 6. NAEB Tape Recording by Carl Menzer, WSUI; issued May 1954; no charge.

5/14/54

-- ORDER FORM ATTACHED --

ORDER FORM

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Please send:

NO. OF COPIES	ITEM	PRICE
_____	NAEB Radio-TV Bibliography	$2.00 (Members have already received a free copy)
_____	Public School Broadcasting-Third Allerton Seminar	$1.00 (Members have already received a free copy)
_____	NAEB Region II Seminar Workshop Report	$1.00 (Members have already received a free copy)
_____	NAEB Region III Workshop Proceedings	$1.00 (Members have already received a free copy)
_____	NAEB Lincoln Lodge Seminar on Educational Television	No charge. Supply limited
_____	NAEB TV Production Workshop	$2.00 (Members have already received a free copy)
_____	New York Television	$5.00 to non-members $1.00 to NAEB'ers
_____	Los Angeles-Television	$5.00 to non-members $1.00 to NAEB'ers
_____	Chicago Summer Television	$5.00 to non-members $1.00 to NAEB'ers
_____	New Haven Television	$5.00 to non-members $1.00 to NAEB'ers
_____	Three Years of New York Television	$5.00 to non-members $1.00 to NAEB'ers
_____	Four Years of New York Television	$5.00 to non-members $1.00 to NAEB'ers
albums	The Jeffersonian Heritage	$25.00 per album
albums	People Under Communism	$25.00 per album
albums	Ways of Mankind, Series I	$25.00 per album
albums	Ways of Mankind, Series II	$25.00 per album
_____	NAEB Engineering Report No._____	
_____	NAEB TV Operations Committee Report No._____	

CHECK ONE: Bill me
Check attached

Signed_____
NAEB Member? Yes_____No_____
Send to_____
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PUBLICATION STATISTICS

NAEB Publications

As of 4-9-56

	Total No.	Comp.	Sold	Price
NAEB Bibliography	564	350	214	$2.00
Los Angeles TV	583	412	171	$5 & $1
Chicago Summer TV	354	299	55	$5 & $1
New York TV Revisited	442	366	76	$5 & $1
Three Years of New York TV	343	238	105	$5 & $1
New Haven TV	127	86	41	$5 & $1
Lincoln Lodge	1575	1568	7	$2.00
TV Production Workshop 1st	103	55	48	$2.00
TV Production Workshop 2nd	360	337	23	$2.00
TV Production Workshop 3rd	330	330		$2.00
Engineering Workshop 1st	341	334	7	$2.00
4 years of New York TV	194	81	113	$5 & $1
3rd Allerton Seminar	227	215	12	$1.00
NAEB History	25	19	6*	$1.00
Directory of Educational Broadcasters	59	41	18*	$2.00
Engineering Report #1	203	197	6	.50
Region II Report	217	209	8	$1.00
Region III Report	225	213	12	$1.00
1955 NAEB Directory	593	580	13*	$1.00
Management Seminar	44	40	4	$1.00
Comparisons Between British-American TV	59	48	11*	.50
Legal Problems & Clearances	54	46	8*	.50

(*Indicates those publications which were not charged for until September, 1955. Before this time there was no accurate record kept.)

Album Statistics

As of April 9, 1956

JEFFERSONIAN HERITAGE (Estimate to date $6,865)

1. 79 noncommercial stations broadcast
2. 339 albums have been sold
3. 54 albums have been distributed on a complimentary basis
4. 91 commercial stations have used on a sustaining basis

PEOPLE UNDER COMMUNISM (Estimate to date $1,230)

1. 66 noncommercial stations broadcast
2. 61 albums have been sold
3. 2 albums have been distributed on a complimentary basis
4. 5 commercial stations have used on a sustaining basis

WAYS OF MANKIND I (Estimate to date $11,185)

1. 69 noncommercial stations broadcast
2. 540 albums have been sold
3. 4 albums have been distributed on a complimentary basis
4. 8 commercial stations have used on a sustaining basis

WAYS OF MANKIND II (Estimate to date $3,205)

1. 66 noncommercial stations broadcast
2. 150 albums have been sold
3. 5 albums have been distributed on a complimentary basis
4. 5 commercial stations have used on a sustaining basis
5. 25 sets of Law and Justice @ $12 per set

VOICES OF EUROPE

1. 66 noncommercial stations broadcast
2. Not available on LP records

Master tapes of the WAYS OF MANKIND series were sold to FAE

12 individual disks have been sold

Income is estimated on average between $20.00 and $25.00 per album

ESTIMATED TOTAL INCOME TO DATE $22,485.00

University of Illinois A-V Service has bought

14 Jeffersonian
8 People Under Communism
8 Ways of Mankind I
8 Ways of Mankind II

FYI - HEH

PUBLICATION STATISTICS

NAEB Publications

as of 1-10-55

	TOTAL NO.	COMP	SOLD
NAEB Bibliography	547	348	199
Los Angeles TV	576	410	166
Chicago Summer TV	345	297	48
New York TV Revisited (#1 & #4)	435	361	71
Three Years of New York TV (#6)	316	222	94
New Haven TV	118	84	34
Lincoln Lodge	1563	1563	
TV Production Workshop (1st)	78	54	24
Four Years of New York TV (#7)	176	80	96
3rd Allerton	224	215	9
Engineering Report #1	203	197	6
Region II Report	216	209	7
Region III Report	223	213	10

ALBUM STATISTICS

From March 25, 1955 - April 9, 1956

Albums Sold	
Ways of Mankind I	85
Ways of Mankind II	44
Jeffersonian Heritage	17
People Under Communism	2
TOTAL ALBUMS SOLD	148
Money received on albums	
Ways of Mankind I	$2,085.00
Ways of Mankind II	$1,085.00
Jeffersonian Heritage	425.00
People Under Communism	50.00
TOTAL MONEY RECEIVED	$3,645.00
Gift copies of albums	
Ways of Mankind I	1
Ways of Mankind II	1
Records sold individually	
4 records sold	$14
TOTAL OUTGOING ALBUMS	150
TOTAL MONEY RECEIVED	$3,659.00

N.A.E.B.

PUBLICATIONS AND RECORDINGS

Herewith a listing of the major publications and records which the National Association of Educational Broadcasters has available for distribution to the membership and the general public.

Order blanks are included. Any of the materials listed may be ordered from the National Association of Educational Broadcasters.

(REVISED EDITION. DISCARD ALL PREVIOUS LISTS. PRICES INDICATED IN PREVIOUS LISTS NO LONGER APPLICABLE.)

The National Association of Educational Broadcasters

1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Revised, February, 1962

MISCELLANEOUS MATERIAL

Publ. No.

B-10 A Public Relations Guide for the Educational Broadcasting Station - Elmer G. Sulzer, chairman, NAEB public Relations Committee. A pamphlet designed to make station staff members aware of the necessity for "living" public relations every minute. June, 1960. Single copies free; multiple copies 25¢ each.

D-5 NAEB Directory of Members - The location, call letters, power and frequency, names and telephone numbers of all NAEB members. September 1, 1961. Paper. $2.00.

P-5 NAEB Newsletter - The official monthly periodical of the National Association of Educational Broadcasters. $5.00 per year. (Back issues 50¢ when available.)

P-7 NAEB Journal - A professional journal devoted to articles prepared by leaders in the field of education and concerned with the utilization of radio and television for education, as well as the specific field of educational broadcasting. (Beginning with January, 1958, issue includes NAEB ETV Fact Sheets formerly sold separately. These Fact Sheets are an effort to digest and centralize available research, principally on the effectiveness of radio and television as directly instructional tools. Includes research into techniques of presentation, production principles, and content and audience research.) Published six times a year. Approximately 80 pp. Paper. $4.00 per year. (Back issues from current year 75¢; from previous years $1.00 when available.)

Q-8 The NAEB Radio-Television Bibliography - Burton Paulu. A listing of books and articles on all the nontechnical aspects of broadcasting covering the period January 1, 1949 to June 30, 1952. 129 pp. Paper. $2.00.

REPORTS OF WORKSHOPS AND SEMINARS

Publ. No.

W-1 Public School Broadcasting (Third Allerton Seminar) - Harry Lamb, Editor. A report of the deliberations and recommendations of the seminar on in-school broadcasting, held at Allerton Park, University of Illinois, June 15-24, 1952. 50 pp. Paper. $1.00.

W-2 In-School Writers' Seminar - Edward Stasheff, Editor. A report of the seminar for writers of in-school radio programs held at Station KSLH, St. Louis, Missouri, June 7-11, 1954. 36 pp. Paper. $1.00.

W-5 NAEB Lincoln Lodge Seminar on Educational Television - Burton Paulu, Editor. A report of the deliberations and recommendations of leaders in the field of educational broadcasting who gathered at the University of Wisconsin, June 21-27, 1953, for an intensive "think session" about educational television. June, 1953. 109 pp. Paper. $2.00.

W-6 NAEB First TV Production Workshop, 1953 - Edward Stasheff, Editor. Report of production workshop for persons engaged in educational television, held at the University of Illinois, August 28-September 18, 1953. September, 1953. 112 pp. Paper. $2.00.

W-7 NAEB Second TV Production Workshop, 1954 - Edward Stasheff, Editor. Report of the production workshop for persons engaged in educational television held at Michigan State University, August 23-September 10, 1954. An account of its lectures, demonstrations, procedures, and projects. April, 1955. 133 pp. Paper. $2.00.

W-8 NAEB First TV Engineering Workshop, 1954 - Cecil S. Bidlack, Editor. Report of the engineering workshop for technical personnel in educational television, held in New York City, October 22-26, 1954. June, 1955. 61 pp. Paper. $2.00.

W-9 NAEB Management Seminar, 1953 - Report of the seminar for educational television management personnel, held at Iowa State College. September, 1955. 42 pp. Paper. $1.00.

W-13 NAEB Third TV Production Workshop, 1955 - Edward Stasheff, Editor. Report of the production workshop for persons engaged in educational television, held at the State University of Iowa, August 14-September 3, 1955. 1956. 72 pp. Paper. $2.00.

W-14 NAEB Second TV Engineering Workshop, 1955 - Cecil S. Bidlack, Editor. Report of the engineering workshop for technical personnel in educational television, held at Michigan State University, September 12-16, 1955. 1956. 189 pp. Paper. $2.00.

W-16 NAEB Radio Program Planning Seminar - Walt Whitaker, Editor. Report of the Radio Program Planning Seminar held at Allerton Park, University of Illinois, April 21-24, 1957, for personnel engaged in educational radio program planning. 1958. 88 pp. Paper. $2.00.

REPORTS OF WORKSHOPS AND SEMINARS (CON'T.)

Publ. No.

W-17 NAEB Video Recording Workshop - Cecil S. Bidlack, Editor. Report of the Video Recording Workshop held in the WTTW Studios, Chicago, Illinois, May 5-9, 1958, for engineers from educational TV stations operating kinescope recorders. 1958. 62 pp. Paper. $1.00.

W-18 NAEB Seminar on Children's Television Programs - Harold E. Hill, Editor. Report of the Seminar on Children's Television Programs held at Boston University, March 29-April 1, 1958, for educational and commercial broadcasters of children's TV programs. 1958. 37 pp. Paper. $2.00.

W-18a Children and Television - Dale B. Harris - An annotated bibliography of articles, reports, books, etc., dealing with the effects of TV on children. June, 1959. 50 pp. Paper. $1.00.

W-19 Televised Instruction - James S. Miles and Raymond E. Wolf, Editors. Report of a conference on the use of television in instruction held at Purdue University, August 25-September 5, 1958. 132 pp. Paper. $2.00.

W-21 NAEB Radio and Audio Engineering Seminar - Cecil S. Bidlack, Editor. Report of the Radio and Audio Engineering Seminar held at Allerton Park, University of Illinois, May 27-June 1, 1956, for technical personnel in NAEB member radio stations. July, 1956. 23 pp. Paper. $1.00.

W-22 NAEB TV Lighting and Staging Workshop - Hazen J. Schumacher, Editor. Report of the TV Lighting and Staging Workshop held at the University of Michigan, August 19-22, 1956, for ETV personnel actively engaged in lighting and staging work. February, 1957. 10 pp. Paper. 50¢.

W-23 NAEB TV Program Planning Seminar - William G. Harley, Editor. Report of the Program Planning Seminar, for personnel actively engaged in planning of programs for ETV stations and production centers, held at the University of Wisconsin, August 26-September 1, 1956. February, 1957. 64 pp. Paper. $1.00.

W-26 NAEB Research Seminar for Educational Television and Radio - I. Keith Tyler, Editor. Report of the Research Seminar for Educational TV and Radio held at Ohio State University, December 9-13, 1957, for research specialists in educational broadcasting. 1958. 31 pp. Paper. $1.00.

W-27 NAEB Seminar on Instructional Uses of Television and Radio - Elaine Afton, Editor. Report on the Seminar of Instructional Uses of TV and Radio held at Purdue University, July 21-25, 1958, for TV staffs associated with educational broadcasting and educators responsible for training prospective teachers. 1958. 62 pp. Paper. $2.00.

REPORTS OF WORKSHOPS AND SEMINARS (CONT.)

Publ. No.

W-29 Proceedings of Conference on Educational Television - Gertrude G. Broderick, Editor. Report of conference held by the U. S. Office of Education in cooperation with the National Association of Educational Broadcasters, May 26-28, 1958. 88 pp. Paper. $1.00.

W-30 The Role of Production in Televised Instruction - L. P. Greenhill, H. D. Sherk, and Betty McKenzie, Editors. Report of a conference for ETV production personnel, held at Pennsylvania State University, August 26-28, 1959. 100 pp. Paper. $2.00.

W-31 The Feasibility and Role of State and Regional Networks in Educational Broadcasting - Betty McKenzie, Editor. Proceedings of a conference about the operation, planning, and feasibility of live, interconnected state and regional networks for both educational television and educational radio, held in Washington, D. C., September 9-11, 1959. 257 pp. Paper. $2.50.

W-32 NAEB Radio Network Station Managers Seminar - E. G. Burrows, Larry Frymire, and Betty McKenzie, Editors. A report of a seminar at the University of Wisconsin, August 18-21, 1959. 135 pp. Paper. $2.00.

W-33 Live Radio Networking for Educational Stations - Edited by Betty McKenzie and the Seminar Planning Committee. Report of a seminar to set up a concrete plan or blueprint for a national live educational radio network, held at the University of Wisconsin, July 17-21, 1960. 97 pp. Paper. $2.00.

W-34 Report of a Seminar on the NAEB - Edited by Betty McKenzie and the Seminar Planning Committee. Report of a seminar devoted to the NAEB itself--a scrutiny of what it is, what it ought to become, and how to get there, held at the University of Wisconsin, July 16-19, 1961. 108 pp. Paper. $2.00.

RESEARCH MATERIAL

Publ. No.

R-1 The National Association of Educational Broadcasters: A History -- Harold E. Hill. A survey of the development of the NAEB from its founding in 1925 to the present day. (M. S. Thesis: University of Illinois, 1954.) October 1, 1954. 65 pp. Paper. $1.00.

R-2 Some Comparisons Between British and American Television (Research Project Report #2) - John T. Suchy. Excerpts from a thesis presented in partial fulfillment of the requirements for the M. A. Degree in Journalism at the State University of Iowa. October, 1954. 22 pp. Paper. $1.00.

R-3 The Administrative Problems of the 10-Watt Educational FM Station (Research Project Report #3) - Lowell G. Perry. A study of the 10-watt FM station: Organization, policy, programing, music activities, equipment, engineering, budget, etc. October, 1954. 30 pp. Paper. $1.00.

R-4 NAEB Research Fact Sheets - Digests of pertinent research in the field of educational broadcasting (effectiveness as a teaching tool, production principles, bibliography, audience studies, content studies, impact studies, and administrative and faculty reactions to educational TV and radio). Published regularly in the NAEB Journal. Back numbers (since January, 1955) 10¢ each, or in bound yearly volumes for $2.50 per year, or complete set of seven years (1955 - 1961) $15.00.

R-16 Children's Programs on Educational TV Stations - William G. Dochterman. An analysis of children's programing on ETV stations in the United States, as of May 1, 1956. June 30, 1956. 35 pp. Paper. $1.00.

R-17 Conducting A Telephone Coincidental Survey (Research Project Report #4) - Samuel L. Becker. A study of the telephone survey of listeners to educational broadcasting. December, 1958. 15 pp. Paper. $1.00.

TELEVISION MONITORING STUDIES

Publ. No.

M-1 New York Television (Studies #1 and #4) - Dallas W. Smythe. A comprehensive study of the programs carried by the New York City television stations during the period January 4-10, 1951 and January 4-10, 1952. 108 pp. Paper. $3.00. (Special price to NAEB members - $1.00.)

M-2 Los Angeles Television (Study #2) - Dallas W. Smythe and Angus Campbell A comprehensive study of the programs carried by the Los Angeles television stations during the period May 23-29, 1951. 94 pp. Paper. $3.00. (Special price to NAEB members - $1.00.)

M-3 Chicago Summer Television (Study #3) - Hans O. Mauksch, Donald Horton and Kurt Lang. A comprehensive study of the programs carried by the Chicago television stations on August 5, 1951. 73 pp. Paper. $3.00. (Special price to NAEB members - $1.00.)

M-4 New Haven Television (Study #5) - Dallas W. Smythe A comprehensive study of the programs carried by the New Haven television station during the period May 15-21, 1952. 119 pp. Paper. $3.00. (Special price to NAEB members - $1.00.)

M-5 Three Years of New York Television (Study #6) - Dallas W. Smythe A comprehensive study of the programs carried by the New York City television stations during the period January 4-10, 1953 and compared with January 4-10, 1951 and 1952. 161 pp. Paper. $3.00. (Special price to NAEB members - $1.00.)

M-6 Four Years of New York Television (Study #7) - H. H. Remmers (Purdue Opinion Panel). A comprehensive study of the programs carried by the New York City television stations during the period January 25-31, 1954 and compared with the three previous years. 92 pp. Paper. $3.00. (Special price to NAEB members - $1.00.)

R-2 See also Some Comparisons Between British and American Television (Research Project #2) - John T. Suchy. Excepts from a thesis presented in partial fulfillment of the requirements for the M. A. Degree in Journalism at the State University of Iowa. October, 1954. 22 pp. Paper. 50¢.

M-10 Complete set of all Monitoring Studies listed above, $12.00. (Special price to NAEB members - $4.00.)

LP ALBUMS AVAILABLE

Publ.
No.

A-1 The Jeffersonian Heritage - 13 half-hour programs on seven 12" discs. 33 1/3 rpm. The series stars Claude Rains as Thomas Jefferson. The programs show how Jefferson's ideas relate to the present day. Dramatic format. Series released on the NAEB Network on September 15, 1952. A few of the program titles are: "The Living Declaration," "The Democrat and the Commissar," and "Divided We Stand." Price per album: $25.00.

A-2 People Under Communism - 7 hour-long programs on seven 12" discs. 33 1/3 rpm. Documentary format. Series released on the Network December 7, 1952. Program titles are: "Terror as a System of Power," "Music to Order," "The Men Who Make the Migs," "Drama to Order," "Literature to Order," "Pattern of World Conflict," and "The Music and the Dream." Price per album: $25.00.

A-3 The Ways of Mankind (Series I) - 13 half-hour programs on seven 12" discs. 33 1/3 rpm. Dramatic format. Released on the Network December 14, 1952. Some of the titles are: "A Word in Your Ear," "When Greek Meets Greek," and "Survival." Price per album: $25.00.

A-4 The Ways of Mankind (Series II) - 13 half-hour programs on seven 12" discs. 33 1/3 rpm. Dramatic format. Released on the Network October 4, 1953. This album contains the sub-series on Law and Justice, The Yurok Indian Culture, and The Balinese Culture. Price per album: $25.00

Single records from any of the above albums may be purchased for $4.00 each.

Scripts are available for The Jeffersonian Heritage, in book form, from the Beacon Press, 25 Beacon Street, Boston 8, Massachusetts. The price is $3.50.

PUBLICATION ORDER BLANK

NAEB - Rooms 1119-1121
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Please send me the publications indicated below:

Publ. No.	Name of Publication	Price
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Check enclosed_____ Total _____

Please bill me_____

Signed_____ Address_____

_____I am not now a member of NAEB. Please send me information regarding membership.

* *

PUBLICATION ORDER BLANK

NAEB - Rooms 1119-1121
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Please send me the publications indicated below:

Publ. No.	Name of Publication	Price
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Check enclosed_____ Total _____

Please bill me_____

Signed_____ Address_____

_____I am not now a member of NAEB. Please send me information regarding membership.

File - Publications

61803

August 7, 1963

Mr. Richard Bell
Director, Bureau of Audiovisual Instruction
ExtensionDDivision
University of Colorado
Stadium Building
Boulder, Colorado

Dear Mr. Bell:

I have received the article on ETV, which was the lead story in the Spectrum. Although I agree with you that it is rather general in nature and doesn't provide any new information for NAEBers, I think we might still use it. Since I assume Mountain States Telephone and Telegraph will have to have reprints made, if they would have printed at the top something like: "Reprinted from Spectrum, house organ of Mountain States Telephone and Telegraph, Denver," we could use it as an example of the type of thing that can be used to inform laymen about ETV. Without such a tagline, though, I don't think we could use it, because it might appear that we were offering it as informative material.

If they want to provide the reprints as indicated, we will need 2200.

Thanks very much for your interest.

Sincerely,

Betty

(Mrs.) Betty McKenzie
Publications Editor

BMCK/mp

cc: Harold E. Hill ✓

Make Title - Publications

Journal Publications

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 GREGORY HALL

URBANA, ILLINOIS 61803

MEMO: TO ALL MAGAZINE AGENCIES

FROM: (MRS.) DOROTHY TEMPLETON, TRAFFIC MANAGER, NAEB

RE: CHANGE IN RATES FOR THE NAEB JOURNAL

DATE: DECEMBER 6, 1963

PLEASE BE ADVISED THAT JANUARY 1, 1964, THE SUBSCRIPTION RATES FOR THE NAEB JOURNAL WILL BE INCREASED. THE EFFECTIVE RATES WILL BE:

THE NAEB JOURNAL

DOMESTIC	$6.00	DISCOUNT PRICE	$4.85
FOREIGN	7.00	" "	5.85

SINGLE COPIES OF THE JOURNAL ARE $1.00. NO DISCOUNT ALLOWED.

PLEASE NOTE NAEB NEWSLETTER RATES (WITH AND WITHOUT WASHINGTON REPORT). FROM NOW ON ALL CHECKS FOR $4.25 FOR NEWSLETTER RENEWALS WILL EXCLUDE THE WASHINGTON REPORT. MANY OF YOUR CUSTOMERS HAVE BEEN RECEIVING THE WASHINGTON REPORT SO YOU MAY EXPECT SOME INQUIRIES.

NAEB NEWSLETTER (WITHOUT WASHINGTON REPORT)

DOMESTIC	$5.00	DISCOUNT PRICE	$4.25
FOREIGN	6.00	" "	5.25

NAEB NEWSLETTER (INCLUDING THE WASHINGTON REPORT)

DOMESTIC	$7.50	DISCOUNT PRICE	$6.50
FOREIGN	8.50	" "	7.50

SINGLE COPIES OF THE NEWSLETTER ARE 50¢ EACH. SINGLE COPIES OF THE WASHINGTON REPORT ARE 25¢ EACH. NO DISCOUNT ALLOWED ON EITHER.

ALL RENEWALS OR QUESTIONS REGARDING SUBSCRIPTIONS SHOULD BE SENT TO ME AT THE ABOVE ADDRESS--NOT TO OUR WASHINGTON OFFICE.

THANK YOU.

P.S.

ALL CHECKS RECEIVED BEFORE THE FIRST OF THE YEAR FOR JOURNAL RENEWALS AT $3.25 WILL BE HONORED.

File - Publications

To: Publications Committee
Hugh Cordier
Rudy Bretz
Walter Emery
Patrick Hazard
Presley Holmes
Philip Lewis
Philip MacTaggart
Howard Martin
Frank Schooley
Arthur Weld

From: Betty McKenzie

Date: April 8, 1964

In mid-February, when the new NAEB Journal editor, Dr. Colby Lewis, met with your committee chairman and I to talk about the Journal, we discussed, among other things, the availability of a series of articles on "personalities" in the field of educational broadcasting and also articles of a historical nature. These have both been suggested from time to time by various readers as areas of interest for the Journal.

We would like your help in several ways:

1. Names of such "personalities" who would be good topics for articles--and also suggestions for authors.

2. Your thoughts (pro or con) on such a series, with attention to some of the following, raised by Colby: Are we saluting our senior citizens at a time when they are safely beyond the unfocused struggle of everyday operations? Or are we singling out those who are still in there fighting? How "colorful" must they be? Do we need to approve or disapprove their efforts? Do we try to "explain" these people? Do we simply designate someone close and presumably respectful and sympathetic to write them up? Or do we collect the opinions of several persons who have interacted with them and put these opinions together at the rewrite desk?

3. Suggestions of important milestones in the development of educational broadcasting that might make good "historical" articles--with suggestions of surviving participants who might write about the evolvement of such milestones.

We would appreciate your help.

Thanks,

Betty

(Mrs.) Betty McKenzie
Publications Editor

cc: Dr. Colby Lewis

File - Publications

MEMORANDUM

To: Betty McKenzie 9-14-64

The attached article gives a real boost to the Television Quarterly because of a technique Bill Bluem is developing that may have application to the NAEB Journal. I'm sending it along as part of our new "don't forget Urbana" policy.

j.f.

cc: Mr. Hill

September 14, 1964

Dr. A. William Bluem, Editor
Television Quarterly
Television-Radio Center
Syracuse University
Syracuse, New York 13210

Dear Bill:

Congratulations on the good story in yesterday's New York Times! This is the most important compliment that can be made about a Journal. I hope it will get the kind of internal recognition that it deserves.

Best regards to Janet and the boys.

Sincerely,

James A. Fellows
Assistant to the President

JAF:sc

CHARACTER FIELD

Magazine Debate on TV's Mr. Novak Illuminates a Problem of Substance

By JACK GOULD

In the current issue of "Television Quarterly," perhaps the most worthwhile activity of the Television Academy of Arts and Sciences, there is an unusual and stimulating dialogue. A down-to-earth schoolteacher and the executive producer of "Mr. Novak" debate whether television's most publicized teacher is man or myth.

Taking the offensive against the handsome English teacher at Jefferson High is Henry Maloney, language arts department head at the Boroughs Junior High School in Detroit. Supporting the characterization, played by James Franciscus, is E. Jack Neuman, who conceived the drama series, which returns to the National Broadcasting Company network on Sept. 22.

Exchange's Value

The value of the exchange is that it illustrates in concrete terms the division which so often separates the practitioner of a craft and the theatrical impresario who undertakes to interpret his job for dramatic effect.

It is the primary burden of Mr. Maloney's indictment that Mr. Novak never really comes to grips with the real always [illegible] the side of the [illegible] the hard decisions that are a teacher's lot. he says, Mr. Novak takes refuge in conventional interpretation of [illegible] school rules to ascertain manifestations of righteous anger.

[illegible] dangerous [illegible] with as sex education, [illegible] and racial prejudice have a glossy, artificial look when they are dealt with on Mr. Novak's television.

[illegible] the subject [illegible] the problems [illegible] of social and emotional maladjustment [illegible] in such a [illegible] [illegible] and [illegible] [illegible] [illegible]

Jim - See memo attached 7/24/64

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

MIKE - File, Publications

119 GREGORY HALL
[redacted]
URBANA, ILLINOIS
61803

July 21, 1964

Mr. Harold E. Hill
Vice President - NAEB
1346 Connecticut Avenue, N.W.
Suite 1119, Dupont Circle Building
Washington, D.C.

Dear Harold:

I polled the Publications Committee, in line with your request, concerning the possibility of reduced rates for members of other organizations for subscriptions to our publications, if we could interest such organizations in allowing reduced rates for their publications to our Individual Members.

Nine of the ten committee members have replied to date.

1. Asked whether they thought the idea was worth exploring, 7 say yes, 1 is heartily opposed, and 1 has large reservations. (Actually, I get the definite impression that the 7 who say yes are thinking primarily of their own interests --what such a savings on publications of other organizations might mean to them--rather than as members of an NAEB committee and what such an arrangement might mean to the NAEB. The other 2 are opposed or dubious because of potential loss of income to the NAEB, because of questions about how you open the door for such arrangements to one organization while closing it on another, and because of the likelihood that it would be more trouble in promoting, bookkeeping etc. than it would be worth.)

2. Asked what organizations and/or publications they would suggest, these were named:

1 Journal of Broadcasting (6)
2 A-V Communication Review (5)
3 Television Quarterly (4)
4 Quarterly Journal of Speech (3)
5 Audiovisual Instruction (2)
6 Journal of the SMPTE (2)
7 Journalism Quarterly (1)
8 Television Digest (1)
9 Speech Monographs (1)
10 Speech Teacher (1)
11. E.B.U. Review (1)
12 AERA Journal (1)
13 AHE Journal (1)
14 Any newsletter which the Center for Programed Learning may put out (1)
15 British and European journals (1)

(The figure after each represents the number who named that specific publication.

3. I asked what figures they thought we should consider for offering our own publications, telling them the regular subscription rates and the amount of a $10 Individual Membership allotted for each, and suggesting that such reduced rates should fall somewhere in between. Several did not answer this part, but those who did suggest the following:

Journal: $4, $4.50 (2 suggested this), $4.75, and $5.

Newsletter: $3, $3.25, $3.35, $3.75, and $4.

Washington Report: $1.25, $1.50, $1.75 (2), and $2.

I hope this gives you the help you were seeking from the committee.

Best,

Betty

(Mrs.) Betty McKenzie
Publications Editor

BMCK/mp

NAEB U
VTO DITTY FROM HEH

MORE RE DEC NL IT OCCURS TI ME THAT BETTY MUST HAVE LEFT SOMEMATERIAL FOR SKIP RE CONV STORIES OR WRITTEN THESTORIES HERSELF HEREWITH THEGIST OF WHAT SHOULDBE COVERED IN SEVERAL CONV STORIES IF BETTY HAS NOT DONE PERHAPS DOTTY CAN WITH SKIPS HELP SINCE SHE WAS THREEXXXXXX THERE IF NOT TWX ME MON WHEN SKIP IS BACK AND ILL OREOARE SOME STORIES AND TWX THEM TO YOU MON IN ANY EVENTWE MUST HAVE STORIES IN AM ALSO MAILING TODAY COPIES OF ETS STUFF RE MARQUIS RE READERS DIGEST GRANTS RE NER PROGRAM GRANTS ALL OF WHICH MUST BE REPORTED IN NL IN CONDENSED FORM FOLOOWING SHOULD BE COVERED IN NL

GENERAL LEAD STORY RE GOOD CONV GENERAL EXCELLENT ATMOSPHERE AS RE ORGANIZATION COPLETES FIRST YEAR MENTON OF KEYNOTE BY BECK AND BANQ SPEECHBY ROWAN AND THIER EXCELLEN RECEPTION BY MEMBERS PERHAPS RXXX BRIEF MENTION OF OTHER GEN SESSIONS AND TH FACT THAT EACH DIV HAD EX CWLLENT SESSIONS WHICH WILL BE COVERED IN MORE DETAIL IN DIV MEMOS FACT THA APPROX 650 ATTENDED 500PLUS MEMBERS AND 159/////150EXHIBITORS

STORY THAT REVISED CONST AND BYLAWS \ AND AMENDMENT TO OUR ART OF INCORP INILL WERE APPROVED UNANIMOUSY BY THEBOARD AND THE MEMBERS THESE CHANGES DESIGNED TO INSURE OUR CONTINUED STATUS AS ANONPROFIT TAX EZEMPT ORG UNDER TIGHTER REGUATIONS AND TO MAKE CLEARER THE DIV STRUCTURE APPROVED THE YEAR BEFORE ONLY MINOR CHAGES MADE IN PROPOSED COPY SENT TO AL MEMBERS IN SEPT ONE RATHER IMPORTANT CHANGE ALL MEBERS OF BOARD ANDSTNDING COMITTEES MUST NOW BE IND MEMBERS OF THE NAEB TO BE ELI GIBLE TO SERVE

STORY RE RESOLUTIONS PASSED COPY BEINGSENT T YOU TODAY

STORY RE LIST OF NOMINEES FR BARD LIST BENG SEN TODAY STORY SHOULD INDICATE THAT THEY WERE NOMINATED ANNOUNCED AT CONV AND BALOTS ARE BEINGMAILED

STORY AS FOLOWS NAEB DUES QUESTIONNAIRE A QUESTIONNAIRE TO FAC ILITATE THEPREPAATION OF BILLS FOR NAEB DUES AND DIVISIONAL FEES HAS BEEN MAILEDTO ALL MEBERS OF ETS NER AND INSTRUCTIONAL DIV,EXCEPT FOR THOSE WHO FILLEDOUT TE QUESTIONNAIRES IN AUSTIN. ALL SHOUL HAVE BEEN RETRNED BY TH TIME YOU RECEIVE THIS NEWSLETTER, BUT IF YU HAVE NOT DONE SO, PLEASE SEND THE COMPLETED QUESTIONNAIRE TO THE WASHINGTON OFFICE RIGHT AWAY

STORY RE THE INSURANCEFLYER ND ENVELOPEWHICH TU ARE GOING TO ENCLOSE I BRIEFED YOU ON THIS YESTERDAY ON THEPHONE

STORY THAT PERMANENT CONV COM SLECTED AND HE BOARD APPROVED DENVER AS FIRST CHOICE FOR SITE F 1967 CONV WITH PORTLAND AS SECOND XHOICE FINAL DETERINATION TO BE BASED ON STAFF VISIT T DETERMINE HOTEL AND MEET FAXILITIES CHABER F COMMERCE COOPERATION AND ASSISTANCE AVAILABALE FROM LOCAL NAEB MEMBERS

STORY RE FACT THAT BOARD REELECTED WILLIAM G HARLEY RPRESIDENT AND HAROLD E HILL VICE PRES AND TREASURER IF TH ASSOCIATION AND ELCTED JAMES A FELLOWS SECRETARY CHAIRMAN ANDVICE CHIRMAN OF TE BOARD OF DIRECTORS AND CHAIRMEN FTHE VARIOUS DIV BOARDS WILL BE ELECTED BY THE BOARDS BY MAILS AFTER THE EECTION OF DIRECTORS
HILL
GDV PLS

XDO YOU WANT A STORY ABOUT SYLVANIAN EING A NEW INDUSTRIAL ASSOCIATE NENBER

Z
UBST OKS
ANS PLEASE

YES AND TEFAT THAT THE PLAQUE WAS PRESENTED AT THE CONV ANDTHE FACT THA OUR OTER NEW ONE WAS UNALE T ATTEND BU THXXXXXXXWELCOMING TEM ANYWAY
ALSO NEED A STORY ABOUT CITTATION WHICH I ALMOST FORGOT YOU ALREADY HAVETHE DETAILSABOUT TIS THE STORY SHOUD MERELY HAVE THE SHORT STATEMNT TAT APPEARS ON TH CERTIFICATE AND THE NOXXXXXXNOT REPEAT NOT THE LONGER CITATION AND THT REMINDS E WHERE ARETHOSE CITATIONS DID YOU TAKETHEM HOME OR DID SOMEONEFROM HERE SUPOSEDLY PICK THEM UP AT ANY RATE IF YOU HAVE THEM SEND THE M TO US HERE SO THAT WE CAN WRITE ALETTER TO TIHE WINNERS REGRETTING TEIR INABILITY TO ATEND
GO AHEAD PLS
I HAVE SENT THEM TO THEM BUT WITH NOLETTER OTHER THAN THE OE THAT WAS UBCKYDXXXX INCLUDED
OK

TRUST THAT YOU SENT THOSE LETTERS FLAT BECAUSETHE ARE SUPPOSED OTO BE SUITABLE FORFRAMING IF THY DESIRE IF YOU DID NOT WELLXXXXXWE WILL SEND THE ANOTHER ALSO I THINK ERHAPS YOU HAVE OR HAD THE ONLY COPIES WASNT THERE A CARBON TO IF SO WE SHOULD HAVE HAT FOR OUR FILES IF NOT WE MAY HAVENO COPY AT ALL GO AHEDKXLEASE
I DID NOT FOLD THEM AND THEERE WAS NO CRBON OK

THANKS ILL AXXXWAIT TO HEAR FROM YU MONDAY RE THENL STUFF
GA PLS
WE GAVE BIT HEARD FROM SKIP AND HE TOOK EVERYTHING WITH HIM SO WE CABNNOT DO TOO MUCH UTIL HE GETS BACK OR SENDS WHAT HE IS WITING

ØI AGEAD
OKAY IN ANY EVENT WE HAVE TO DO OUR BST TO HAVE THE NL IN THE MAIL BEFORETHEFIRST IF POSSIBLE BECAUE OF HE CONV NEWS AND TH E INS MAILING SO HE WILL REALLY HAVE TO PUSH AT MILLS AD PUSH HIMSLEF TO GET IT AL OUT
THATS ALL I HAVE SO GOODBY UNLESS YU HAVESOMETHINGELSE
NO THE EBD

File - Publications

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

119 GREGORY HALL
[redacted]
URBANA, ILLINOIS

November 9, 1964

MEMO

To: Harley, Hill, Fellows

From: Betty McKenzie

Re: Changes in Newsletter as discussed in Austin

From my notes from our Meeting in Austin, I am proceeding under these assumptions:

1. There will be no regular Washington Report after January 1, 1965, except as occasional papers reporting in depth on special issues.

2. Beginning with the January issue, we will mail the Newsletter via first-class mail to all institutional members; remainder will be mailed third-class as in the past.

3. Bill Harley is designing a new logo for the Newsletter, which Jim Fellows will have an artist complete and send to me by December 10 at the latest, for the January Newsletter. Otherwise, I will go ahead with the regular logo.

4. Beginning with the January issue of the Newsletter, "Personnel Available" will no longer appear as part of the regular Newsletter. The Individual Member Division will handle this, and will mimeo or otherwise print and mail to me (Dotty tells me that if this is mailed fourth-class special handling it will get here in about four days, and the cost will not be exorbitant) in time for mailing with the Newsletter to institutional members. (We will need 600 copies of this insert, and we will have to have them in our hands by the 25th of each month in order to be sure we do not have to hold up the mailing of the Newsletter.)

5. "Positions Available" will continue to appear in the regular Newsletter, with copy coming to my hands by the 15th of each month from the placement office.

6. Members will hear of these changes through a Washington Report to be mailed with the December Newsletter.

Is there anything I've forgotten? Since my notes were on a paper napkin which was squushed around in my purse for several days, I'm a little hazy in translation.

It was good to see you all again.

Best,
Betty

Mrs. Betty McKenzie

NAEB U

TO DOTTY FROM MARY LYNN

RE THE ENVELOPES MA WROTE YOU ABOUT

WE WOULD LIKE THREE SETS OF EACH RADIO TV AND INSTRU CTIONAL

YES WE WOULD LIKE THEM ON 10 WHITE AND WE NEED THE INSTRUCTIONAL ONES AS SOON AS THEY CAN BE RUN OFF AND GOTTEN HERE

THANKS GA OR END PLS

HOLD YOUR HORSES A MIBUTE
  STILL NEED WASH STATIONERY OUT HERE SENT REQUES IN BEFORE AND NED XXX DOTTY FUSSING BECAUSE I IBSISTED TWX BE USED FOR FOLLOWING

HAS INVOICE 11954XXX 11054 DATED JUNE 3 BEEN PAID THIS OUTFIT UTAT STATE HAS BEEN DROPPED FROM NET AND IS UPSET PLS INFORM RE PATMENT OF INVOICE SO THAT DECISION AND FORTHER ACTIONMAY BR TAKEN DO NOT EXPEXTXXXEXPECT IMMEDIATE ABS XXX ANS BUT AS SOON AS POSSIBLE GA PLS OR EBD

OF OK WILL SEND ANSWER BY REG MAIL NAG NAG NAG

WILL SEND THE STATIONERY TODAY WE JUST GOT OURSELVES LAST WEEK WERE WAITING FOR WGH TO DESIGN NEW

LOVE TO ALL YOU GROUCHES

MLM END

NAEB U

TO DOTTY FROM HERE HEH BY MLM

IF AT ALL POISIBLE NEED TO INSERT IN DEC NL A STORY RE THE FACT THAT WALDO ABBOT UNIV MICH DIED LAST SATURDAY HE WAS ON EOF THE PIONEERS AND SERVED ON NAEB BOARD AT ONE TIME ETC SHOULD HAVE A VERY NICE STORY GET DETAILS FROM SCHOOLEY FOR AS MUCH STORY AS YOU NEED IF DCAN NOT DO IT NOTIFY ME IMMEDIATELY

PRESUME SINCE YOU DID NOT SAY OTHERWISE CONVETNION STORIES TWXD TO YOU LAST FRIDAY WERE UNDERSTANDABLE

HAVE TENTATIVE PLANS TO COME TO URBANA AROUND DEC14 OR 17 TO DISCUSS DUES BILLING WITH DOTTY WILL YOU BE THERE THENX THIS DOESNT MEAN BILLING START WILL BE HELD UP IN FACT AM SENDING SOME INFO OF CERTAIN MEMBERS WHO CAN BE BILLED TODAY OR TOMOROW THE VISIT WILL BE MERELY TO MAE CERGCERTAIN THERE ARE NO PROBLEMS AND TO TAKE CARE OF ANY REALY KNOTTY BILLINGS

RE NAEB DAVI JOINT MEMBERSHIP THIS WAS APPROVED SOME MONTHS AGO AND THE TWO STAFFS HAVE WORKED OUT MOST OF THE DETAILS HOWEVER THERE ARE STILL A FEW MECHANICS TO WORK OUT AND A JOINT BROCHURE EXPLAINING TO ALL MEMBERS TO GET OUT ET C THIS WILL TAKE A LITTLE LONGER THEREFORE YOU SHOULD WRITE TO ETHERIDGE AND OTHERS THA T INQUIRE THAT THE JOINT MEMBERSHIP SIS APROZVED BUT THAT ETAILS ARE STILL BEING WORKED OUT AND ALL MEMBERS OF BOTH ORGANIZATIONS WILL BE NOTIFIED AND GIVEN DETAILS WHEN IT IS ALL WORKED OUT

THE INVOICE YOU ASKED ABOUT UTAH STATE WAS PAID ON JUNE 26 FOR NTWORK 272.50

GA PLS OR END

I WILL BE HERE ON THE DATES YOU ASKED ABOUT

WE GAVE A COPY OF A NEWSPAPER STORY ABOUT ABBOT SO WE WILL GET SOME THING IN THE NEWSLETTER AT PROOF STGE
[illegible]DCOVERS IT

OF OK THANKS FOR ESENDING INVOICES SO PROMPTLY RECEIVED SOME TODAY

END ANRD REGARDS

Mtg re Future Publications

October 9, 1964

Mr. William G. Harley
President - NAEB
1119-21 DuPont Circle Building
1346 Connecticut NW
Washington, D.C. 20036

Dear Bill:

On the phone this morning, Harold said that after much discussion re publications, y'all (I'm practicing for Texas) have decided to drop the Washington Report and to leave the Newsletter to be written, typeset, and printed via letterpress out here, and possibly to be mailed first-class to institutional members.

He also suggested that I write you regarding "jazzing up" the NL. Since it is a lot easier to discuss this sort of thing in person, I wonder if we might get together--with Harold and Jim--for a short talk in Austin. I know you're not apt to have any free time, but maybe we could steal a few minutes from somewhere.

There are all sorts of ways of jazzing up the format, of course. Probably the first thing we have to decide, though, is just what we're trying to do. If the primary purpose of the NL is to transmit association news and news of the field to readers (which is my idea of the NL's purpose), then flexibility is most important: It would not be wise to go to a magazine style with layouts planned in advance, in different line lengths and different type sizes--because a late-breaking story would destroy the whole thing.

Taking everything into consideration that I can think of, I would recommend the addition of another color in one standard place for each issue. (This could be preprinted at an additional cost of about $25 per issue, if done in lots of 10,000 or more.)

We can add pictures, when they have meaning, and when they are available, (at a cost for engravings of about $3.70 for thumbnail size, about $4.80 for 3x4-inch size, etc. This, by the way, is not out of line with halftone negatives for photographs if we printed offset--which would run about $3 to $5 each.)

We can re-design the head into something more dramatic.

FILE - PUBLICATIONS

NAEB newsletter

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Vol. X, No 14 Washington, D.C. November, 1964

Mailed Feb 3 - Pubications

February 3, 1965

Mr. Richard H. Bell, Director
Radio and Television
University of Colorado
Boulder, Colorado

Dear Mr. Bell:

As you may have forgotten by this time, when Colby Lewis asked for suggestions for articles and authors for the Journal, you offered several good suggestions. One was an article on overseas assignments in ETV-Radio, to be written by someone in the NAEB office.

Enclosed are photocopies of the correspondence between me and Harold Hill and Jim Fellows. Can you elaborate further for them on what you have in mind?

So far I haven't received articles on your other two very fine suggestions either. However, I haven't received a "no" from Shayon either, which is encouraging.

As to Fredette and "Why NAEB Individual Membership," if I don't hear from him pretty soon I shall take you up on your kind offer to write it. However, it would be nice, as you suggested, if he, as chairman of the Individual Member Board for some time, would write it.

Thanks for your help. And best wishes for the rest of 1965.

Sincerely,

Betty

Mrs. Betty McKenzie
Publications Editor

BMCK/mp
Enclosures (2)

cc: Mr. Harold E. Hill
Mr. James Fellows

File - Publ.

May 4, 1965

Miss Harriett Lundgaard
Administrative Assistant
Educational Media Council
250 West 57th Street
New York, New York 10019

Dear Harriet:

Unfortunately the AVI preprints of the 1965 directory of summer sessions arrived too late to be mailed with the May Newsletter. They arrived yesterday afternoon, and the Newsletter was mailed on Friday the 30th.

I will keep them and distribute with the June Newsletter, of course--but I'm sorry it wasn't with the May one, which would have been better.

The Programed Instruction copies arrived some time ago and were enclosed with the 375 or so Newsletters that go to institutional members. In the June issue I will run a note that some more are available on a first-come, first-served basis.

Thanks for your help on these. And I am sorry about the summer session directories--but when we can take advantage of a week end to get the Newsletter on its way, we can't afford not to.

Best,

Mrs. Betty McKenzie
Publications Editor

BMCK/mp

cc: Mr. Harold E. Hill ✓

Publs

March 22, 1965

Mr. Richard H. Bell
Director
Bureau of Audiovisual Instruction
Stadium Building, University of Colorado
Boulder, Colorado 80304

Dear Dick:

Thank you for sending along the article for the Journal. We have an idea which we think would give greater circulation to your article, and especially to those to whom it is aimed - the non-members.

We are thinking about printing it as a small brochure. In this way, several copies could be sent to each of our institutional members so that their staffs might see them. More important, we could use it as a general mailing piece to enclose with all sorts of correspondence going out of here, especially to those who write in and inquire about Individual membership.

We have really not had time to think over the matter thoroughly, so we will hold the article until we can consider it further. What are your thoughts about this? I felt that putting it in the Journal would be akin to the preacher exhorting his congregation to attend church.

Cordially,

Harold E. Hill
Vice President

HEH/mlm

newsletter

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 30, NO. 5 WASHINGTON, D.C. MAY, 1965

NAEB Appoints Four Directors at Large

Following are the first Public Member Directors to be appointed to the NAEB Board: *C. Scott Fletcher,* management consultant, former president of the Fund for Adult Education, Miami; *Dr. Fred Harrington,* president of the University of Wisconsin, chairman of the special committee on federal legislation of the National Association of State Universities and Land-Grant Colleges, Madison, Wisconsin; *Irving Harris,* president of Standard Shares, Inc., member of the Chicago Educational Television Association, Chicago; and *Leonard Marks,* communications attorney, member of the board of Communications Satellite Corporation, Washington, D.C.

Schlaak Named to Board

Otto F. Schlaak, manager of WMVS and WMVT, Milwaukee, has been appointed to the NAEB-ETS Board of Directors to fill the vacancy left by Keith M. Engar. Engar resigned from the Board when he left his position with KUED, the University of Utah ETV station.

Samoa Needs ETV Personnel

Those in charge of the NAEB Samoan ETV project would like to hear from persons who qualify as producer-director, photographer, engineer, chief engineer, cameraman, supervisor of adult education, supervisor of physical education, supervisor of guidance, supervisor of in-service teacher education, and librarian. Appointments would be for a minimum of two years in Samoa. Address inquiries to Vernon Bronson, NAEB, Washington.

Copyright Hearings Postponed

Congressional hearings on the proposed revised copyright law are scheduled to begin May 12. They were postponed from the earlier named date of April 28.

Raise Funds for Robert Bohan

Some friends of Robert Bohan have started a fund to help him and his family financially during his long recovery period following a knife attack in mid-February. He was attacked in his own yard by a man living with a neighbor.

As we go to press he is reported to be recovering from serious abdominal and other wounds, but it is expected to be a long, slow process. Surgery, several blood transfusions, special nursing care and medications have already been required.

He has been at St. Petersburg Junior College, where he is chairman of the radio-TV department, for about five years. Prior to that he was at Auburn University.

Those who would like to help should send contributions to Kenneth B. Hobbs, 3052 S. Dorchester Road, Columbus, Ohio 43221. Hobbs requests that checks be made out to: K. B. Hobbs for Robert Bohan.

State ETV Officials Plan Meet

Some officials of state ETV organizations plan an all-day meeting in connection with the IERT in Columbus, Ohio. All such state ETV representatives are invited to attend, beginning at 9 a.m., Wednesday, June 2.

Among the items scheduled for discussion are these highlights: a proposed membership classification for NAEB affiliation, developments in ETV assistance contained in new federal legislation, and a plan for action to acquire further funds for state agencies for ETV development. For further information, write to Larry Frymire, Room 1149, State Capitol Building, Sacramento, California 95814.

NAEB Staff Changes

- John Witherspoon, formerly associate director of NER and also of ECS, has been named director of the ECS project.
- Coy Ludwig, assistant director of the NAEB Office of Research and Development, has resigned effective May 31 to return to school to work on an advanced degree. Jack Brown, who has been working on a Great Plains ITV Library project, will join the NAEB research and development staff.
- Frederick Breitenfeld, Jr., who has been directing a special seven-month project for NAEB-ETS, has been appointed associate director for ETS.

NER Board Meets

At the invitation of the Johnson Foundation, members of the NER Board of Directors met March 25-28 at Wingspread, the foundation's conference center in Racine, Wisconsin. Highlights of the meeting were—

- Preliminary discussions with foundation officials which may lead to national conferences on educational radio, tentatively scheduled for this fall.
- Plans for future cooperation—such as NERN use of audio materials on file at Wingspread and Johnson Foundation use of NERN duplicating facilities.
- Discussion of NER membership, including the merits of an incentive plan for Class C (under 1 kw) stations, plans for commercial station use of NERN programs, and the review and retention of present rates for educational stations.
- Creation of a special committee of the Board to further explore many of the items discussed. Members of the committee are E. G. Burrows, representing the Board; Dick Estell, chairman of the NERN program committee, and Robert Underwood, network manager.

To NAEBers of the Midwest

Midwesterners are reminded that June 1 is the deadline for receipt of bids for the 1968 national NAEB convention. Information to be included in the bid is outlined on page 1 of the March *Newsletter.*

SAA Invites Research Papers

The radio-TV-film group of the Speech Association of America has invited researchers to submit papers on recent studies in the field. June 15 is the deadline by which titles and one-paragraph explanations should be sent to Dr. James B. Tintera, Director, Division of Mass Communications, Wayne State University, Detroit, Michigan 48202.

A submission will be considered only if the individual plans to deliver a synopsis of his paper at the SAA national convention in New York City December 26-31, 1965. Particularly encouraged are papers centering around the use of radio-TV-film in a college-level, formal course—and presentations which, in themselves, use the communications media.

ACBB To Meet June 2

Continuing its plan of meeting just prior to the IERT, the American Council for Better Broadcasts will convene June 2 at the Neil House, Columbus, Ohio.

George Steiner, coordinator of ETV, San Francisco State College, and member of the NAEB Instructional Board of Directors, will speak on "Commercial Television: The Teacher's Enemy or Friend?" Roy Vogelman, news director for WHA, Madison, Wisconsin, will tell "How to Make Local Pundits Popular," and Theodore F. Koop, CBS vice president and director of news and public affairs, Washington, will talk about "Whither Television Programing?" There will be reactors to discuss each of the speeches.

Gerard L. Appy will be the luncheon speaker, on the topic "Can ETV Be the Brilliant Cultural Fourth Network?" Appy, former vice president of NAEB's TV division, is now director of field services for NET.

Freda Koch will moderate a panel discussion on "Truth and Newscasting."

Registration for the ACBB day is $1—except for IERT members and those with ACBB luncheon tickets ($3.25), to whom registration is free. Checks for luncheon reservations should be sent to Mrs. George Nelson, 329 N. Randall, Madison, Wisconsin—until May 26. After that, to Dr. Leslie Spence, Neil House, Columbus.

Seek Info on Dr. Von Neumann

The *Newsletter* has received a request to help in the search for information leading to the discovery of film, taped lectures or interviews, or still photos of Dr. John Von Neumann, a mathematician who died in 1957. NAEBers having such information may call collect (Area Code 212, LT 1-3140) or write: Amram Nowak Associates, 55 West 45th Street, New York, New York 10036.

NAEBer Needs Information on Teacher Education by CCTV

James L. Laswell is working on a research project surveying teacher education by CCTV. NAEBers who would like to help should send material to him at 4030 West Imperial Highway, Inglewood, California.

Region III NAEBers Meet

Some 155 persons attended the Region III annual meeting at Miami University (Oxford, O.) March 21-23. The three-pronged program carried concurrent sessions on ITV, radio, and ETV.

ITV personnel heard discussions on research, the instructional role of TV, and special problems of ITV production. Radio sessions were on research, community service, instruction *by* radio, instruction *for* radio, and national radio networking. The ETV program was divided into university station programing, school station programing, state ETV networks, and new government projects and ETV financing.

In his banquet address, NAEB President William G. Harley talked about the recent inclusion of educational radio and TV in federal education bills. Stephen Hathaway, director, Miami University broadcasting service, chaired the conference.

NHK Announces Japan Prize for Programs

The Japan Broadcasting Corporation is sponsoring a contest for educational radio and television programs in three categories: primary, secondary, and for adults, including university programs. Programs must last from 10 to 60 minutes, be free from advertising, and have been broadcast or produced for broadcasting since October 1963.

May 31 is the deadline for filing the first form, which is an application for participation. The second one, the actual entry form, is not due until August 31, together with the entry and accompanying materials.

Forms and booklets with more information are available from the ETS office, NAEB Washington.

Region II Members Meet

—reported by Len Press

Most of the states in NAEB's Region II are in Appalachia, and there was considerable discussion at the recent annual conference about how the region might work toward an Appalachian regional communications system. The first steps are to investigate the needs and media potential and to estimate the stations and interconnection required, with costs, for such a system.

To explore this further, a steering committee, representing radio and TV, was set up, with John Young (director of TV, WUNC-TV) as chairman. The committee met during the convention and will meet again May 7 in Atlanta.

Some 160 persons registered for the conference in Williamsburg, Virginia, March 19-21. John Young was conference chairman, and co-hosts were the College of William and Mary and Colonial Williamsburg.

John Whisman's banquet speech inspired much of the discussion about the Appalachian communications system. He is executive secretary of the President's Appalachian Region Commission and assistant for area development to the Kentucky governor.

In his keynote address, Harold Essex (president and general manager, commercial WSJS-TV, Winston-Salem) talked about the responsibilities that go with rights. He said that if the broadcaster is not to be interfered with or regulated, he has to substitute self-regulation; he must impose upon himself standards of taste and concern for the public interest. The implication for the noncommercial broadcaster was that he has an obligation to do a good, sound professional piece of work whenever he takes to the airwaves. Sloppy production and inept performances do not add up to respectable broadcasting.

Memphis will host next year's meeting, with the Memphis Community TV Foundation and Memphis State University as cosponsors. Howard Holst, WKNO-TV, will be chairman.

Region II members also established an executive committee for the region. It is composed of the NAEB regional directors for the divisions (with one person internally elected to represent TV stations if one of the national TV Board members is not from Region II) plus the host for the subsequent year's regional convention. Thus the executive committee currently consists of the regional directors for radio, instruction, and individual members—plus Holt Riddleberger, of WEDU-TV, Tampa, and Howard Holst. The executive committee will elect its own chairman.

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. 61803. $5.00 a year. Editor: Betty McKenzie. Phone 333-0580. Area Code 217. TWX 217-344-0970.

WQED Hosts 7,000 Persons, Over 600 Scripts

As shown in the photograph, hundreds had to wait in line to tour the facilities of WQED, Pittsburgh, during the annual open house March 13 and 14. Some 7,000 visitors observed station operations, saw themselves on TV, and talked with TV personalities such as Miss Frances Jordan, WQED's kindergarten teacher.

● WQED can boast another overwhelming success—its playwright contest, in which 615 writers submitted scripts. Although publicized only in Pennsylvania and in trade journals (such as the *NAEB Newsletter,* January issue), the competition pulled scripts from all over the world and from all ages and walks of life. WQED hopes to announce the winners shortly after May 1, and the selected plays will be produced this summer.

NYSERTA To Meet

The New York State Educational Radio and TV Association will meet May 3-4 in Syracuse. Chalmers Marquis, executive director of NAEB-ETS, will keynote the conference, speaking on the new federal education legislation and its potential for educational communications. There will be panel discussions on CATV and the future of networking in educational radio and TV.

ETV Facilities Applications Accepted

The following applications for federal assistance in the construction of new ETV stations have been accepted for filing. Figures represent total estimated project costs.

Nebraska ETV Commission, Ch. 16, Omaha ($215,949); Georgia State Board of Education, Ch. 20, Wrens ($1,643,703), Ch. 14, Pelham ($592,711), Ch. 25, Dawson ($575,186), and Ch. 15, Cochran ($592,711); WGBH Educational Foundation, Ch. 44, Boston ($976,836); and the Greater Washington ETV Association, Ch. 50, Washington, D.C. ($557,395).

Summer ITV Workshops Offered

Boston University. July 13 to August 20. Half lectures, half practical projects. In latter, small groups, will plan a 13-week series in a specified curriculum for specific grade level. Each group will complete one program. Write: Dr. Murray R. Yaeger, School of Public Communication, Boston University, 640 Commonwealth Avenue, Boston, Massachusetts 02215.

San Francisco State College. June 21-25. In cooperation with KQED. Write: Dr. John Fell, Chairman, Radio-Television-Film Dept., San Francisco State College, 1600 Holloway, San Francisco, California 94132.

SUMMER STUDY ABROAD

New York University. June 1-30. International ITV field workshop—including Montreal, Rome, Munich, Paris, London. $1259 cost includes tuition, university fees, transportation, room, breakfast, dinner, gratuities. Communication Arts Group, New York University, Washington Square, New York 10003.

Boston University. June 14 to August 31. In-depth study of cinema and TV in Great Britain, France, Italy. Boston University School of Public Communication, Film Department.

NEW SUMMER COURSE

Indiana University. For the first time this summer, a course will be offered in the planning and administration of closed-circuit TV systems.

NAEB Headquarters: 1346 Connecticut Ave., N.W., Washington, D.C., 20036. Phone 667-6000. Area Code 202. TWX 202-965-0299.

News Notes

PERSONNEL

▶ Mark Damen has been named program manager of WUFT-TV, University of Florida. Prior to coming to WUFT in 1963, he was a free-lance writer and producer for TV, and had been director of special projects for WQED, Pittsburgh.

▶ Robert A. Mott is the new chairman of the Washington State University communications department, replacing Allen Miller who resigned and went on a sabbatical leave to Europe April 1. Miller will continue as director of information services and professor of communications when he returns in September. Mott joined the WSU staff in 1956 as news director of the radio station; since 1962 he has been radio-TV services manager.

▶ James Etheridge, Jr., executive secretary of the Florida ETV Commission since its inception in 1957, has resigned to enter private business. William W. Galbreath has been appointed to the post.

▶ Frank R. Jamison, director of ETV at Colorado State College, has been appointed broadcasting consultant to the Wyoming Fish and Game Commission. He will conduct a workshop and help evaluate a weekly radio and TV series.

▶ Lawrence M. Clamage, director of TV for Wayne State University, was one of five recipients of a 1965 award from the Detroit American Women in Radio and TV. The awards are for outstanding initiative, creativity, and responsibility.

▶ William J. Hanford, of the Wayne State University humanities department, has been appointed director of Delaware's newly established ETV network. He will assume his new position July 1, after completing his Ph.D. in mass communications.

▶ Mrs. Elizabeth Marshall has been appointed director of radio-TV for the Chicago Board of Education.

▶ Keith Engar has left his position as director of radio-TV services at the University of Utah to become chairman of the department of theatre and ballet and executive director of the Pioneer Memorial Theater. Rex Campbell, formerly assistant director of radio-TV services, succeeds him.

STATE

▶ Recent action in the Texas Legislature brings state support for ETV closer. Identical bills in the state Senate and House were unanimously voted to the floor, without being sent to subcommittee; this amounts to a suspension of the rules requiring all bills to go to subcommittee. The bill would allow money being spent by local school districts for ETV services from ETV stations to be matched up to 75c per pupil in average daily attendance.

▶ In New York, it looks as if the plan for a state-wide ETV network may suffer a setback if the $625,000 for the first leg of the network has to be cut from the governor's budget.

This possibility was mentioned by Samuel Greenberg, chairman of the finance committee of the state Senate, in a recent interview.

▶ Hopes were sparked for a return to Saturday broadcasting by the Wisconsin State Radio Council network at a recent legislative hearing. Questioning by the legislators concerned what kind of programing could be offered, rather than challenged the proposal that the service be restored.

INSTRUCTION

▶ Two series of ten half-hours each have been produced in Florida to aid in instructing studio teachers and utilization teachers. The series are available on videotape or 16mm film; a study guide accompanies each series. They were produced at WEDU, Tampa, by the radio-TV division of the Florida Institute for Continuing University Studies. For information, write: Florida ETV Commission, 303 Dodd Hall, Tallahassee.

▶ Texas A&M University is setting up a TV studio and distribution system. Meantime, the university has contracted with TEMP to produce a series of lessons in English composition.

▶ Reporting on a study of the Peace Corps ETV project in Colombia, Nathan Maccoby, Stanford University professor of communication, said that ETV, coupled with the ancient Socratic method of teaching, is apparently the most effective learning method for youngsters in less privileged countries. On the Huntley-Brinkley program April 14, in a report on the same ETV project, the statement was made that it has been so successful that a number of other countries are interested in starting such projects.

GENERAL

▶ WRVR, New York City, was the only radio station selected this year for a 1964 George Foster Peabody award. The award, presented April 26 at a Broadcast Pioneers luncheon, was for "distinguished and meritorious service."

▶ KFME (TV), Fargo, N. D., plans to have new equipment installed and operating in its studios and control rooms by June 1. The station, which celebrated its first anniversary in January, will then have complete studio facilities for live and recorded programs. KFME has contracted with Concordia College, Moorhead, Minn., to produce and broadcast the college's freshman and sophomore English courses; this marks the first major use of educational broadcasting by any institution of higher learning in the area.

▶ Construction is scheduled to begin this month on Alabama's sixth ETV station, in Huntsville.

▶ KUID-TV, University of Idaho, was scheduled to begin on-air broadcasting by the end of April, forming the first link in the proposed Idaho ETV network. Stations in Boise and Pocatello will complete the net, which will cover 90% of the state. KUID-TV operates on Channel 12, 115 kw visual and 58 kw aural power. Northern Idaho, eastern Washington, and northeastern Oregon are in the coverage area, which includes 150,000 adults and 40,000 school children.

▶ Construction has begun on the Lehigh Valley ETV station, Bethlehem, Pennsylvania. The target date for scheduled programing is September, serving a 70-mile radius and broadcasting over Channel 39.

▶ KWSC-TV, Washington State University, now has a UHF repeater station in operation in Clarkston, which adds a potential 45,000 new viewers.

▶ WMVS-TV, Milwaukee, is broadcasting two or three hours a week in color.

▶ Beginning June 1, KUHT-TV, Houston, will operate a new full-power transmitter which can carry programs into 23 Gulf Coast counties which have at least 600,000 students. The University of Houston has created a new coordinating agency to plan expanded programing with school officials. Mrs. Dorothy Sinclair, a supervisor of radio, TV, and film production for the Houston schools for 13 years, will direct the agency. KUHT's coverage will increase from the current average radius of 30 miles to one of 80 to 90 miles.

▶ A new company, Colorado Video, Incorporated, has entered the electronic communications and instrumentation field, as announced by its president, Glen Southworth. Initial emphasis will be on specialized large-screen oscilloscopes, available in three or four months.

▶ KWSC-TV, Washington State University, sent a cameraman with the university student body president to Selma, Alabama, to cover the march from a student's point of view. Transportation was financed by contributions received during a one-day campaign.

▶ The University of Michigan and Time-Life, Inc., Broadcasting, have jointly established a graduate radio-TV internship program, claimed as the first in the nation. Under the plan, the student will continue to be enrolled at the university while working at WOOD-WOOD TV, a Time-Life station in Grand Rapids. The station will give the intern all-round training and responsibility at current salary rates.

PLACEMENT

POSITIONS AVAILABLE

(For information, write the Placement Service, at the NAEB office in Washington. In order to be considered through these channels, the reader must be an Individual Member of the NAEB, with credentials on file with the NAEB Placement Service. Non-members can save time by sending the $10 annual dues and $10 Placement registration fee at the time of inquiry.)

May-1 Experienced TV producer-director sought by northwestern university with well-equipped film and TV facilities. Requires man who can teach TV production courses at university level as well as produce quality programs for both CCTV and state-wide distribution. Opportunity to associate with growing, energetic department of film and TV production. M.A. required. Salary: $6800 to $7200 per year, rank according to qualifications. Open July 1, 1965.

May-2 Cameraman with at least two years experience in camera operation, lighting, and set erection needed by Washington, D.C., noncommercial TV station. Salary open. Position available immediately.

May-3 Instructor or assistant professor with Ph.D. or strong M.A. needed for rapidly developing radio-TV department at northeastern university. Duties include teaching broadcasting courses and serving as faculty manager of FM station; ample opportunity to use both ETV and CCTV facilities on campus. Salary and rank according to experience and academic background.

May-4 North suburban Chicago area ITV system seeks coordinator for township-wide activities; strong background in public school education and administration. Should be an enthusiastic and effective communicator, open-minded individual, far-sighted in ability to determine opportunities for creative advancement in pursuit of education. Background in TV techniques desirable. Twelve-month contract; position open September, 1965.

May-5 Curriculum director and program director needed by developing 2500mc ETV service with public school system in Northeast. Salary and rank dependent on education and experience.

May-6 Instructor of speech/assistant director of radio-TV for public relations sought by New England university for September, 1965. Position will carry double title and double responsibilities, i.e.: teaching basic speech courses, assisting in supervising two student-operated campus radio stations, and production of radio and TV programs for release to educational and commercial stations. Campus ETV station in planning stages. Salary: $6,200 to $8,000 for nine months, twelve-month appointment probable by 1966.

May-7 Assistant professor sought by major Midwestern university's radio-TV department, predominantly teaching assignment. M.A. required. Ph.D. desirable. Salary range between $7,400 and $8,500 per year.

May-8 Instructor in speech/broadcasting needed by Midwestern university with expanding ETV program. Master's degree necessary. Salary and rank open, dependent on individual's background and experience.

FILE Publ

March 31, 1965

Miss Harriet Lundgaard
Administrative Assistant
Educational Media Council
250 West 57th Street
New York, New York 10019

Dear Harriet:

Mary Lynn has just said "everytime we have a dictating session, we write to Harriet Lundgaard."

We will be pleased to have the 1,000 copies of the C.P.I. newsletter. As indicated earlier, they should be sent to Mrs. Dorothy Templeton in Urbana, and we will distribute them as far as they will go.

Regards,

Harold E. Hill

HEH/mlm
cc: Mrs. Betty McKenzie

Dear Betty: Let's send them to all institutional members.

EMC
EDUCATIONAL MEDIA COUNCIL ■ 250 WEST 57TH STREET / 212 CIRCLE 5-3239
NEW YORK, N.Y., 10019 / 212 CIRCLE 5-3376

4

March 25th, 1965

Mr. Harold E. Hill
Administrative Vice President
National Association of Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Harold:

Now they tell us. Our friends at C.P.I., that is, who have just phoned to say, with considerable embarrassment, that providing 2500 copies of their Newsletter to NAEB would put their budget out of kilter. They could, however, conveniently provide 1000 copies.

Would this number make it possible for you to service the one or two of your divisions which would be most interested in the "use of radio and television in P.I."?

Sorry about the Indian-gift sound of this, but I know you will join me in full sympathy for budget problems.

Faithfully yours,

Harriet

Harriet Lundgaard
Administrative Assistant

HL:ch

March 25th, 1965

Miss Mary S. Bernstein
Asspciate Editor
Programed Instruction
Institute of Educational Technology
Teachers College - Columbia University
525 West 120th Street (Box 77)
New York, New York 10027

Dear Miss Bernstein:

As I told you on the phone this morning, Mr. Harold Hill, who is Administrative Vice President of the National Association of Educational Broadcasters, has said that NAEB will be glad to distribute 2,500 copies of your March issue of Programed Instruction on the use of radio and television in P. I.

If it is possible for you to make this many copies available, they should be sent to

Mrs. Dorothy Templeton
National Association of Educational Broadcasters
59 East Armory
Champaign, Illinois

If so large a number is not possible, please let us know what quantity seems feasible, and we'll ask the NAEB people to consider a more limited distribution to whichever of its divisions would be most interested.

I gather it is unlikely that the March Programed Instruction will not get back from the printer in time to be included with NAEB's mailing on or about April 1st; but if this does prove possible, please let me know immediately so that I may alert our NAEB friends in Illinois.

Yours very sincerely,

Harriet Lundgaard
Administrative Assistant

cc: Betty McKenzie
Harold Hill
Kenneth Komoski

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

CURRENT REFERENCE MATERIALS ON EDUCATIONAL TELEVISION

The NAEB receives hundreds of requests each year asking for information about educational television. Some persons need only general references that will provide access to the information they need; others require much more detailed thought on the writer's part before useful answers can be prepared.

This general factsheet listing resources available for consultation and study should be helpful to many of the persons and institutions asking for information about educational television. We hope that the references here will accomplish this objective and invite specific questions that these materials may stimulate.

10-65/500

RECENT BOOKS ON EDUCATIONAL TELEVISION

Brown, James W. and James W. Thornton (eds.) New Media in Higher Education. Washington, D.C.: Association for Higher Education, and Division of Audiovisual Instruction, National Education Association, 1201 Sixteenth Street, N.W. 1963.

A descriptive survey of the present state of new media utilization in higher education.

Campion, Lee E. and Clarice Y. Kelley. Studies in the Growth of Instructional Technology, II, "A Directory of Closed-Circuit Television Installations in American Education with a Pattern of Growth." Washington, D.C.: Department of Audiovisual Instruction, National Education Association, 1201 Sixteenth Street, N.W., Occasional Paper No. 10. 1963.

Cassirer, Henry. Television Teaching Today. New York: UNESCO, International Documents Service, 2960 Broadway. 1960.

UNESCO publication - international survey of the use of educational television.

Costello, Lawrence F. and George N. Gordon. Teach With Television: A Guide to Instructional Television. New York: Hastings House Publishers. 1961.

The "how, where and when" of instructional television. Includes organization, equipment and financing needs.

Diamond, Robert M. (ed.) A Guide to Instructional Television. New York: McGraw-Hill Book Company, 1964.

Reference book for exploring the possible applications of television within a school or school system.

Dreyfus, Lee S., and Wallace M. Bradley (eds.) Televised Instruction: A Series of Lectures from Wayne-RCA Invitational Conference on Televised Instruction, June 19-22, 1961. Michigan: Mass Communications Center, Wayne State University, Detroit.

Sixteen lectures by prominent educators and educational television broadcasters in the areas of technology, research, and production.

Educational Facilities Laboratory, Inc. Design for ETV: Planning for Schools with Television. New York: 477 Madison Avenue, 1960.

Illustrated book showing the possibilities for improving learning by improving the environment in which it takes place and by adapting school buildings to new teaching methods and concepts.

Greenhill, Leslie P. Closed-Circuit Television for Teaching in Colleges and Universities. University Park, Pennsylvania: Pennsylvania State University, University Division of Instructional Services, 1961 and 1963.

Griffith, Barton L. and Donald W. MacLennan. Improvement of Teaching by Television. Columbia, Missouri: University of Missouri Press, 1964.

Proceedings of the National Conference of the National Association of Educational Broadcasters at the University of Missouri, March 2-4, 1964.

Lewis, Philip L. Educational Television Guidebook. New York: McGraw-Hill Book Company, 1961.

A non-technical guidebook to systems, equipment and educational applications of educational television.

Meaney, John W. Televised College Courses. New York: Fund for Advancement of Education, 477 Madison Avenue, 1962.

A report about the College Faculty Released-Time Program for Televised Instruction with a supplementary report "The Teaching of Economics via Television at College Level," by Donald W. Paden.

National Association of Educational Broadcasters, Developing Human Resources for Educational Television. Washington, D.C.: 1346 Connecticut Avenue, N.W. 1963.

A report of a survey of educational television personnel.

National Association of Educational Broadcasters. The Financing of Educational Television Stations. Washington, D.C.: 1346 Connecticut Avenue, N.W. 1965.

The report of a study conducted by the Educational Television Stations division of NAEB.

National Association of Educational Broadcasters. Proceedings of the NAEB Conference on Instructional Broadcasting, May 13-15, 1963. Urbana, Illinois: 119 Gregory Hall, University of Illinois.

RAI - Radiotelevisione Italiana. Proceedings of the International Conference of Broadcasting Organizations on Sound and Television School Broadcasting. Rome, Italy. December, 1961.

Schramm, Wilbur (ed.) The Impact of Educational Television. Urbana, Illinois: University of Illinois Press, 1960.

Selected studies from research sponsored by the National Educational Television Center.

Schramm, Wilbur (ed.) Educational Television--The Next Ten Years. Stanford, California: The Institute for Communications Research. 1962.

A report and summary of major sutdies on the problems and potential of educational television conducted under the auspicies of the U.S. Office of Education.

Smith, Mary H. (ed.) Using Television in the Classroom. New York: McGraw-Hill Book Company, 1961.

Tarbet, Donald G. Television and Our Schools. New York: Ronald Press, 1961.

Includes use of television in in-service education and higher education; program planning and production; facilities and equipment; administrative aspects; future of educational television.

DIRECTORIES, GUIDES AND BIBLIOGRAPHIES

"Compendium of Telecourses for Credit, 1964". Michigan State University, East Lansing, Michigan.

Lists both courses offered for credit by colleges and universities and also non-credit courses offered by public school systems over television.

"Instructional Television Materials." Instructional Television Library Projects, New York, Boston and Lincoln.

A guide describing instructional television courses available for broadcast or closed-circuit use on either film or videotape. Courses at elementary, secondary and college level. Courses for adult and in-service education.

"Television and Education--A Bibliography." Number 1 in a series. Television Information Office, 666 Fifth Avenue, New York, New York.

"A Bibliography of Doctoral Dissertations in Television and Radio, 1962." (Revised edition 1965). Kenneth Sparks, School of Journalism, Syracuse University, Syracuse, New York.

Bibliographies dealing with particular aspects of instructional television are available from the Office of Research and Development of the NAEB.

NEWSLETTERS

East West Center News. University of Hawaii, Honolulu, Hawaii. Published every other month.

Educational Television Bulletin. Southern Regional Education Board, 130 Sixth Street, N.W., Atlanta 13, Georgia. Published every month.

ETV Report. South Carolina Educational Television Network, 2712 Millwood Avenue, Columbia, South Carolina. Published six times a year.

Great Plains Regional Instructional Television Library. University of Nebraska, Lincoln, Nebraska.

Kentucky Authority for Educational Television Newsletter. 1220 South Broadway, Lexington, Kentucky. Published quarterly.

NAEB Newsletter. National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Illinois. Published every month.

Ohio Educational Television Network News. The Ohio Educational Television Network Commission, Room 302, 79 East State Street, Columbus 2, Ohio. Published every month.

RCA Educational Television News. Broadcast Marketing Department, RCA Educational Electronics, Camden 2, New Jersey. Published every month.

TEMP. Texas Educational Microwave Project, Box 7158, Austin, Texas. Published every month.

PERIODICALS

AV Communication Review. Published bimonthly by the Department of Audiovisual Instruction, NEA, 1201 Sixteenth Street, N.W., Washington, D.C. 20036 $6 per annum.

CETO News. Center for Educational Television Overseas, the Studio, Nuffield Lodge, Regents's Park, London, N.W. 1

Etudes de Radio-Television. Published quarterly by Bureau d'Etudes de la Radio-Television Belge, Place Flagey, Bruxelles, Belgique.

European Broadcasting Union Review. Editorial and Publishing Office, 1, rue de Varembe, Geneva, Switzerland. (Special issues on educational broadcasting in European countries and other continents.)

Journal of Broadcasting. Published quarterly by the Association for Professional Broadcasting Education, University of Southern California, University Park, Los Angeles 7, California. $6 per annum.

NAEB Journal. Published bimonthly by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Illinois. $6 per annum.

Television Quarterly. Published quarterly by the National Academy of Television Arts and Sciences with the cooperation of the Television and Radio Center of Syracuse University, Syracuse 10, New York. $5 per annum.

Television and Adult Education. Published quarterly at 27, Rue Cassett, Paris 6e, France. $3 per annum.

GENERAL FILMS ON EDUCATIONAL TELEVISION

"Knowledge and Ideas"	National Educational Television Center 2715 Packard Road Ann Arbor, Michigan
"The Second Classroom"	National Education Association 1201 Sixteenth Street, N.W. Washington, D.C. 20036
"Television in Education"	Bell Telephone Company Local District Offices
"Instructional Television at Penn. State University"	Audio Visual Aids Library Pattee Library Pennsylvania State University University Park, Penn. 16802
"Dawn Over the Mountains" ETV in Japan 1961	National Educational Television Center 2715 Packard Road Ann Arbor, Michigan
"Preparing the TV Lesson" "Utilizing TV In the Elementary Classroom" Utilizing Instructional TV 1965	NAEB Teaching Materials Library KFME-TV Highway 81 South Fargo, North Dakota

NATIONAL ORGANIZATIONS

Federal Communications Commission - Educational Broadcasting Branch,
New Post Office Building, Washington, D.C.

Great Plains Regional Instructional Television Library
Lincoln, Nebraska 68508

National Center for School and College Television
Indiana University, Bloomington, Indiana

Joint Council on Educational Broadcasting
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

Members:

American Association of School Administrators
American Council on Education
Association for Higher Education
Association of State Universities and Land-Grant Colleges
Council of Chief-State School Officers
National Association of Educational Broadcasters
National Education Association
National Educational Television Center

National Association of Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

Educational Television Stations Division
National Educational Radio Division
Instructional Division
Professional Individual Member Division

National Education Association - Division of Audiovisual Instruction
1201 Sixteenth Street, N.W.
Washington, D.C. 20036

National Educational Television Center
10 Columbus Circle
New York, New York

U.S. Office of Education - Media Research and Dissemination Branch
Washington, D.C. 20202

U.S. Office of Education - ETV Facilities Office
Washington, D.C. 20202

Marylou — Do you keep up on these? Let me know. Thanks.

UNIVERSITY MICROFILMS, INC.
TELEPHONE: AREA 313-662-4483 CABLE ADDRESS: "MICROFILMS"
313 N. FIRST STREET, ANN ARBOR, MICHIGAN, 48107

January 15, 1966

NATL ASSN OF EDUC 5730
BROADCASTERS
14 GREGORY HALL
URBANA ILLINOIS

ATT H E HILL

Gentlemen:

Enclosed with this letter is an IBM listing for the sale of your periodical. It shows a total of $ 107.00 in sales since our last report to you. Your royalty on these sales amounts to $ 10.70, and our check in this amount is enclosed.

In 1966 the amount of royalty paid will be increased to fifteen percent of sales. A cheque corresponding to this increased amount will be sent a year from now.

In consideration of this statement, your attention is directed to the following factors:

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If this statement is not clear, or if we may be of additional service to you, we shall be pleased to have you write us.

Once again, our sincere thanks for your cooperation. As you know, this is an expanding program and we look forward to your continued cooperation.

Sincerely yours,

Stevens Rice

Stevens Rice
Director, Information Services

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			36	107.00*
			36	107.00**
			36	107.00***

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Hal Hill.

Betty McKenzie

Harold Hill

February 15, 1966

One of our biggest areas of concern, as we examine where we stand fiscally, is that of publications. As I indicated to you on the phone a month or so ago, we have to be extremely careful that we do not exceed our budget. Not in any "scolding" sense, but so that you may be completely aware of the situation, I thought I would call your attention to a few of the problems that are highlighted by our December 31 fiscal statement.

	Budgeted	Expended
Mailing Expense	$ 350	$ 447
Telephone	275	226
Equipment and Repairs	25	139
Journal	10,000	7,670
Newsletter	2,400	1,400
Miscellaneous Publications	1,000	1,500

All this has gone on; our income has fallen slightly below our anticipated level. I thought you would be interested in having these figures so you can act accordingly. As I say, I am not really criticizing. I just want you to try to help me in solving this problem and trying to hold our expenses to an absolute minimum.

HEH:so

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